

## ORDER



KSDK

**Orders**  
**Order / Rev:** 720699  
**Alt Order #:** 06363818  
**Product Desc:** NRCC IE 2012  
**Estimate:** 3313  
**Flight Dates:** 10/12/12 - 10/18/12  
**Original Date / Rev:** 10/10/12 / 10/10/12  
**Order Type:** Political

**Primary AE:** Kristin Waskie  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** National Media Research Planning/ PC  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** National Republican Cong. Committee  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House  
**Priority:** P-1  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount  |
|------------|----------|---------|--------------|-------------|
| 10/01/12   | 10/18/12 | 48      | \$61,675.00  | \$52,423.75 |

## Totals

| Month         | # Spots   | Gross Amount       | Net Amount         | Rating      |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012  | 48        | \$61,675.00        | \$52,423.75        | 0.00        |
| <b>Totals</b> | <b>48</b> | <b>\$61,675.00</b> | <b>\$52,423.75</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Kristin Waskie    |              |              | Start Of Order - End Of Order | 100%    |

| Ln    | Ch   | Start             | End             | Inventory Code   | Break | Start/End Time | Days              | Len | Spots       | Rate          | Pri | Rtg  | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|------------------|-------|----------------|-------------------|-----|-------------|---------------|-----|------|------|-------|------------|
| 1     | KSDK | 10/15/12          | 10/15/12        | M-F 5-6A<br>5-6a | CM    | 5-6A           | M-----            | :30 | 1           | \$675.00      | P-1 | 0.00 | NM   | 1     | \$675.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                | <u>Spots/Week</u> |     | <u>Rate</u> | <u>Rating</u> |     |      |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | M-----           |       |                | 1                 |     | \$675.00    | 0.00          |     |      |      |       |            |
| 2     | KSDK | 10/16/12          | 10/16/12        | M-F 5-6A<br>5-6a | CM    | 5-6A           | -T-----           | :30 | 1           | \$675.00      | P-1 | 0.00 | NM   | 1     | \$675.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                | <u>Spots/Week</u> |     | <u>Rate</u> | <u>Rating</u> |     |      |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | -T-----          |       |                | 1                 |     | \$675.00    | 0.00          |     |      |      |       |            |
| 3     | KSDK | 10/17/12          | 10/17/12        | M-F 5-6A<br>5-6a | CM    | 5-6A           | --W----           | :30 | 1           | \$675.00      | P-1 | 0.00 | NM   | 1     | \$675.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                | <u>Spots/Week</u> |     | <u>Rate</u> | <u>Rating</u> |     |      |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | --W----          |       |                | 1                 |     | \$675.00    | 0.00          |     |      |      |       |            |
| 4     | KSDK | 10/18/12          | 10/18/12        | M-F 5-6A<br>5-6a | CM    | 5-6A           | ---T---           | :30 | 1           | \$675.00      | P-1 | 0.00 | NM   | 1     | \$675.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                | <u>Spots/Week</u> |     | <u>Rate</u> | <u>Rating</u> |     |      |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | ---T---          |       |                | 1                 |     | \$675.00    | 0.00          |     |      |      |       |            |
| 5     | KSDK | 10/12/12          | 10/12/12        | M-F 5-6A<br>5-6a | CM    | 5-6A           | ----F--           | :30 | 1           | \$575.00      | P-1 | 0.00 | NM   | 1     | \$575.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                | <u>Spots/Week</u> |     | <u>Rate</u> | <u>Rating</u> |     |      |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | ----F--          |       |                | 1                 |     | \$575.00    | 0.00          |     |      |      |       |            |
| 6     | KSDK | 10/15/12          | 10/15/12        | M-F 6-7A<br>6-7a | CM    | 6-7A           | M-----            | :30 | 1           | \$1,350.00    | P-1 | 0.00 | NM   | 1     | \$1,350.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       |                | <u>Spots/Week</u> |     | <u>Rate</u> | <u>Rating</u> |     |      |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | M-----           |       |                | 1                 |     | \$1,350.00  | 0.00          |     |      |      |       |            |

Order / Rev: 720699  
 Alt Order #: 06363818  
 Flight Dates: 10/12/12 - 10/18/12

Advertiser: National Republican Cong. Committee  
 Product Desc: NRCC IE 2012  
 Estimate: 3313

KSDK

| Ln    | Ch   | Start             | End             | Inventory Code                       | Break | Start/End Time | Days    | Len | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|--------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| 7     | KSDK | 10/16/12          | 10/16/12        | M-F 6-7A<br>6-7a                     | CM    | 6-7A           | -T----- | :30 | 1                 | \$1,350.00  | P-1 | 0.00          | NM   | 1     | \$1,350.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | -T-----                              |       |                |         |     | 1                 | \$1,350.00  |     | 0.00          |      |       |            |
| 8     | KSDK | 10/17/12          | 10/17/12        | M-F 6-7A<br>6-7a                     | CM    | 6-7A           | --W---- | :30 | 1                 | \$1,350.00  | P-1 | 0.00          | NM   | 1     | \$1,350.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | --W----                              |       |                |         |     | 1                 | \$1,350.00  |     | 0.00          |      |       |            |
| 9     | KSDK | 10/18/12          | 10/18/12        | M-F 6-7A<br>6-7a                     | CM    | 6-7A           | ---T--- | :30 | 1                 | \$1,350.00  | P-1 | 0.00          | NM   | 1     | \$1,350.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | ---T---                              |       |                |         |     | 1                 | \$1,350.00  |     | 0.00          |      |       |            |
| 10    | KSDK | 10/12/12          | 10/12/12        | M-F 6-7A<br>6-7a                     | CM    | 6-7A           | ----F-- | :30 | 1                 | \$1,125.00  | P-1 | 0.00          | NM   | 1     | \$1,125.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | ----F--                              |       |                |         |     | 1                 | \$1,125.00  |     | 0.00          |      |       |            |
| 11    | KSDK | 10/15/12          | 10/15/12        | M-F NBC Today 7-9A<br>NBC Today 7-9A | CM    | 7-9A           | M-----  | :30 | 2                 | \$1,250.00  | P-1 | 0.00          | NM   | 2     | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | M-----                               |       |                |         |     | 2                 | \$1,250.00  |     | 0.00          |      |       |            |
| 12    | KSDK | 10/16/12          | 10/16/12        | M-F NBC Today 7-9A<br>NBC Today 7-9A | CM    | 7-9A           | -T----- | :30 | 2                 | \$1,250.00  | P-1 | 0.00          | NM   | 2     | \$2,500.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | -T-----                              |       |                |         |     | 2                 | \$1,250.00  |     | 0.00          |      |       |            |
| 13    | KSDK | 10/17/12          | 10/17/12        | M-F NBC Today 7-9A<br>NBC Today 7-9A | CM    | 7-9A           | --W---- | :30 | 1                 | \$1,250.00  | P-1 | 0.00          | NM   | 1     | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | --W----                              |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |       |            |
| 14    | KSDK | 10/18/12          | 10/18/12        | M-F NBC Today 7-9A<br>NBC Today 7-9A | CM    | 7-9A           | ---T--- | :30 | 1                 | \$1,250.00  | P-1 | 0.00          | NM   | 1     | \$1,250.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/15/12          | 10/21/12        | ---T---                              |       |                |         |     | 1                 | \$1,250.00  |     | 0.00          |      |       |            |
| 15    | KSDK | 10/12/12          | 10/12/12        | M-F NBC Today 7-9A<br>NBC Today 7-9A | CM    | 7-9A           | ----F-- | :30 | 2                 | \$1,010.00  | P-1 | 0.00          | NM   | 2     | \$2,020.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | ----F--                              |       |                |         |     | 2                 | \$1,010.00  |     | 0.00          |      |       |            |
| 16    | KSDK | 10/13/12          | 10/13/12        | Sat 6-7A<br>Sat 6-7A                 | CM    | 6-7A           | -----S- | :30 | 2                 | \$500.00    | P-1 | 0.00          | NM   | 2     | \$1,000.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | -----S-                              |       |                |         |     | 2                 | \$500.00    |     | 0.00          |      |       |            |
| 17    | KSDK | 10/14/12          | 10/14/12        | Sun 6-7A<br>Sun 6-7A                 | CM    | 6-7A           | -----S  | :30 | 1                 | \$450.00    | P-1 | 0.00          | NM   | 1     | \$450.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | -----S                               |       |                |         |     | 1                 | \$450.00    |     | 0.00          |      |       |            |
| 18    | KSDK | 10/14/12          | 10/14/12        | SUN TDY<br>NBC Today Show (Su)       | CM    | 7-8A           | -----S  | :30 | 1                 | \$900.00    | P-1 | 0.00          | NM   | 1     | \$900.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | -----S                               |       |                |         |     | 1                 | \$900.00    |     | 0.00          |      |       |            |
| 19    | KSDK | 10/13/12          | 10/13/12        | SAT TDY<br>NBC Today Show (Sa)       | CM    | 7-9A           | -----S- | :30 | 2                 | \$900.00    | P-1 | 0.00          | NM   | 2     | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | -----S-                              |       |                |         |     | 2                 | \$900.00    |     | 0.00          |      |       |            |
| 20    | KSDK | 10/13/12          | 10/13/12        | Sat 9a<br>Sat 9-10a                  | CM    | 9-10A          | -----S- | :30 | 2                 | \$900.00    | P-1 | 0.00          | NM   | 2     | \$1,800.00 |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
| Week: |      | 10/08/12          | 10/14/12        | -----S-                              |       |                |         |     | 2                 | \$900.00    |     | 0.00          |      |       |            |
| 21    | KSDK | 10/14/12          | 10/14/12        | Sun 9a<br>Sun 9-10a                  | CM    | 9-10A          | -----S  | :30 | 1                 | \$900.00    | P-1 | 0.00          | NM   | 1     | \$900.00   |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                      |       |                |         |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |

Order / Rev: 720699  
 Alt Order #: 06363818  
 Flight Dates: 10/12/12 - 10/18/12

Advertiser: National Republican Cong. Committee  
 Product Desc: NRCC IE 2012  
 Estimate: 3313

KSDK

| Ln | Ch    | Start             | End             | Inventory Code                      | Break | Start/End Time            | Days    | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|----|-------|-------------------|-----------------|-------------------------------------|-------|---------------------------|---------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 21 | KSDK  | 10/14/12          | 10/14/12        | Sun 9a<br>Sun 9-10a                 | CM    | 9-10A                     | -----S  | :30 | 1     | \$900.00    | P-1 | 0.00          | NM   | 1     | \$900.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/08/12          | 10/14/12        | -----S                              |       | 1                         |         |     |       | \$900.00    |     | 0.00          |      |       |            |
| 22 | KSDK  | 10/14/12          | 10/14/12        | Rams Weekly<br>Rams Weekly          | CM    | SU 10A-10:30A/SL          | -----S  | :30 | 1     | \$560.00    | P-1 | 0.00          | NM   | 1     | \$560.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/08/12          | 10/14/12        | -----S                              |       | 1                         |         |     |       | \$560.00    |     | 0.00          |      |       |            |
| 23 | KSDK  | 10/15/12          | 10/15/12        | M-F 3-4p<br>Ellen                   | CM    | 3-4p                      | M-----  | :30 | 1     | \$850.00    | P-1 | 0.00          | NM   | 1     | \$850.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/15/12          | 10/21/12        | M-----                              |       | 1                         |         |     |       | \$850.00    |     | 0.00          |      |       |            |
| 24 | KSDK  | 10/16/12          | 10/16/12        | M-F 3-4p<br>Ellen                   | CM    | 3-4p<br>(3:00 PM-4:00 PM) | -T----- | :30 | 1     | \$850.00    | P-1 | 0.00          | NM   | 1     | \$850.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/15/12          | 10/21/12        | -T-----                             |       | 1                         |         |     |       | \$850.00    |     | 0.00          |      |       |            |
| 25 | KSDK  | 10/17/12          | 10/17/12        | M-F 3-4p<br>Ellen                   | CM    | 3-4p<br>(3:00 PM-4:00 PM) | --W---- | :30 | 1     | \$850.00    | P-1 | 0.00          | NM   | 1     | \$850.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/15/12          | 10/21/12        | --W----                             |       | 1                         |         |     |       | \$850.00    |     | 0.00          |      |       |            |
| 26 | KSDK  | 10/18/12          | 10/18/12        | M-F 3-4p<br>Ellen                   | CM    | 3-4p<br>(3:00 PM-4:00 PM) | ---T--- | :30 | 1     | \$850.00    | P-1 | 0.00          | NM   | 1     | \$850.00   |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/15/12          | 10/21/12        | ---T---                             |       | 1                         |         |     |       | \$850.00    |     | 0.00          |      |       |            |
| 27 | KSDK  | 10/12/12          | 10/12/12        | M-F 3-4p<br>Ellen                   | CM    | 3-4p<br>(3:00 PM-4:00 PM) | ----F-- | :30 | 2     | \$675.00    | P-1 | 0.00          | NM   | 2     | \$1,350.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/08/12          | 10/14/12        | ----F--                             |       | 2                         |         |     |       | \$675.00    |     | 0.00          |      |       |            |
| 28 | KSDK  | 10/16/12          | 10/16/12        | M-F 430-5p<br>Jeopardy              | CM    | 430-5p                    | -T----- | :30 | 1     | \$1,235.00  | P-1 | 0.00          | NM   | 1     | \$1,235.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/15/12          | 10/21/12        | -T-----                             |       | 1                         |         |     |       | \$1,235.00  |     | 0.00          |      |       |            |
| 29 | KSDK  | 10/18/12          | 10/18/12        | M-F 430-5p<br>Jeopardy              | CM    | 430-5p                    | ---T--- | :30 | 1     | \$1,235.00  | P-1 | 0.00          | NM   | 1     | \$1,235.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/15/12          | 10/21/12        | ---T---                             |       | 1                         |         |     |       | \$1,235.00  |     | 0.00          |      |       |            |
| 30 | KSDK  | 10/16/12          | 10/16/12        | M-F 5P News<br>News Channel 5 at 5P | CM    | 5-530P                    | -T----- | :30 | 1     | \$2,800.00  | P-1 | 0.00          | NM   | 1     | \$2,800.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/15/12          | 10/21/12        | -T-----                             |       | 1                         |         |     |       | \$2,800.00  |     | 0.00          |      |       |            |
| 31 | KSDK  | 10/17/12          | 10/17/12        | M-F 5P News<br>News Channel 5 at 5P | CM    | 5-530P                    | --W---- | :30 | 1     | \$2,800.00  | P-1 | 0.00          | NM   | 1     | \$2,800.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/15/12          | 10/21/12        | --W----                             |       | 1                         |         |     |       | \$2,800.00  |     | 0.00          |      |       |            |
| 32 | KSDK  | 10/18/12          | 10/18/12        | M-F 5P News<br>News Channel 5 at 5P | CM    | 5-530P                    | ---T--- | :30 | 1     | \$2,800.00  | P-1 | 0.00          | NM   | 1     | \$2,800.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/15/12          | 10/21/12        | ---T---                             |       | 1                         |         |     |       | \$2,800.00  |     | 0.00          |      |       |            |
| 33 | KSDK  | 10/12/12          | 10/12/12        | M-F 5P News<br>News Channel 5 at 5P | CM    | 5-530P                    | ----F-- | :30 | 1     | \$2,250.00  | P-1 | 0.00          | NM   | 1     | \$2,250.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/08/12          | 10/14/12        | ----F--                             |       | 1                         |         |     |       | \$2,250.00  |     | 0.00          |      |       |            |
| 34 | KSDK  | 10/15/12          | 10/15/12        | M-F 6P News<br>News Channel 5 at 6P | CM    | 6-630P                    | M-----  | :30 | 1     | \$3,025.00  | P-1 | 0.00          | NM   | 1     | \$3,025.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    | Week: | 10/15/12          | 10/21/12        | M-----                              |       | 1                         |         |     |       | \$3,025.00  |     | 0.00          |      |       |            |
| 35 | KSDK  | 10/17/12          | 10/17/12        | M-F 6P News<br>News Channel 5 at 6P | CM    | 6-630P                    | --W---- | :30 | 1     | \$3,025.00  | P-1 | 0.00          | NM   | 1     | \$3,025.00 |
|    |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                     |       | <u>Spots/Week</u>         |         |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |

Order / Rev: 720699  
 Alt Order #: 06363818  
 Flight Dates: 10/12/12 - 10/18/12

Advertiser: National Republican Cong. Committee  
 Product Desc: NRCC IE 2012  
 Estimate: 3313

KSDK

| Ln     | Ch          | Start             | End               | Inventory Code   | Break | Start/End Time        | Days            | Len           | Spots | Rate                  | Pri | Rtg           | Type        | Spots | Amount      |
|--------|-------------|-------------------|-------------------|--|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|---------------|-------------|-------|-------------|
| 35     | KSDK        | 10/17/12          | 10/17/12          | M-F 6P News<br>News Channel 5 at 6P                    | CM    | 6-630P                | --W----         | :30           | 1     | \$3,025.00            | P-1 | 0.00          | NM          | 1     | \$3,025.00  |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |             |
|        | Week:       | 10/15/12          | 10/21/12          | --W----  |       | 1                     |                 |               |       | \$3,025.00            |     | 0.00          |             |       |             |
| E 36   | KSDK        | 10/13/12          | 10/13/12          | Sat 5p<br>News Channel 5 at 5P Sat                     | CM    | 5-530P                | -----S-         | :30           | 1     | \$900.00              | P-1 | 0.00          | NM          | 1     | \$900.00    |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |             |
|        | Week:       | 10/08/12          | 10/14/12          | -----S-  |       | 1                     |                 |               |       | \$900.00              |     | 0.00          |             |       |             |
|        | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>                                     |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg</u>    | <u>Type</u> |       |             |
|        | 1           | KSDK              | 10/08/12-10/14/12 | Sat 5p<br>See MG 36.2                                  |       | 5-530P                | -----Sa--       | :30           |       | <del>(\$900.00)</del> |     | 0.00          | NM          |       |             |
|        | 2           | KSDK              | 10/15/12-10/18/12 | M-F 4P News<br>See MG 36.3<br>[n/a]                    |       | 4-430P                | MTWTh----       | :30           |       | <del>(\$900.00)</del> |     | 0.00          | NM          |       |             |
|        | 3           | KSDK              | 10/12/12-10/12/12 | M-F 4P News<br>MG for 36.2 10/15<br>[move due to rate] |       | 4-430P                | -----F----      | :30           |       | \$900.00              |     | 0.00          | NM          |       |             |
| 37     | KSDK        | 10/13/12          | 10/13/12          | Sat 6p<br>News Channel 5 at 6P Sat                     | CM    | 6-630P                | -----S-         | :30           | 1     | \$1,125.00            | P-1 | 0.00          | NM          | 1     | \$1,125.00  |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |             |
|        | Week:       | 10/08/12          | 10/14/12          | -----S-  |       | 1                     |                 |               |       | \$1,125.00            |     | 0.00          |             |       |             |
| 38     | KSDK        | 10/14/12          | 10/14/12          | NC5 at 5P Sun<br>News Channel 5 at 5P Sun              | CM    | 5-530P                | -----S          | :30           | 1     | \$1,125.00            | P-1 | 0.00          | NM          | 1     | \$1,125.00  |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |             |
|        | Week:       | 10/08/12          | 10/14/12          | -----S   |       | 1                     |                 |               |       | \$1,125.00            |     | 0.00          |             |       |             |
| 39     | KSDK        | 10/16/12          | 10/16/12          | LN (M-F)<br>LN (M-F)                                   | CM    | 10-1035p              | -T-----         | :30           | 1     | \$3,375.00            | P-1 | 0.00          | NM          | 1     | \$3,375.00  |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |             |
|        | Week:       | 10/15/12          | 10/21/12          | -T-----  |       | 1                     |                 |               |       | \$3,375.00            |     | 0.00          |             |       |             |
| 40     | KSDK        | 10/18/12          | 10/18/12          | LN (M-F)<br>LN (M-F)                                   | CM    | 10-1035p              | ---T---         | :30           | 1     | \$3,375.00            | P-1 | 0.00          | NM          | 1     | \$3,375.00  |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |             |
|        | Week:       | 10/15/12          | 10/21/12          | ---T---  |       | 1                     |                 |               |       | \$3,375.00            |     | 0.00          |             |       |             |
| 41     | KSDK        | 10/14/12          | 10/14/12          | LN2 (Su)<br>LN2 (Su)                                   | CM    | 1033p-11p/11:05p      | -----S          | :30           | 1     | \$1,125.00            | P-1 | 0.00          | NM          | 1     | \$1,125.00  |
|        |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>  |       | <u>Spots/Week</u>     |                 |               |       | <u>Rate</u>           |     | <u>Rating</u> |             |       |             |
|        | Week:       | 10/08/12          | 10/14/12          | -----S   |       | 1                     |                 |               |       | \$1,125.00            |     | 0.00          |             |       |             |
| Totals |             |                   |                   |  |       |                       |                 |               |       |                       |     |               |             | 48    | \$61,675.00 |